**Marketing Video Plan for Disaster Zone Application**

**Objective**

As specified in the 206CDE assignment brief we are required to proudce a 3-5 minute video outlining the key areas of the project and our individual involvement within the project. The objective of this video is to show to the client how our app was developed from the intial stages right through to the final product.

**Group Members & Roles**

* **Oliver Bell – Project Manager, Lead Programmer**
* **Zac Davies – Programmer**
* **Peter James – Database Technican**
* **Joe Robinson – Database Technican, Software Designer**
* **Kieran Goodson – Graphics Designer, Reasearcher**
* **Liam Judge – Graphics Designer, Video Editor, Researcher**

**Soloution**

As we only have a short ammount of time to cover the whole project in the video I propose we keep the talking points to the key points of the project only so as not to waste time on uncessary explanations. To achieve this I have split up the video into segments as you can see below with each group member explaing their own segment, ideally this will be a voice over with a short screen recording of the work being discussed in that particualr section.

**Section 1 – Introduction to The Project**

**Group Member Responsible – Oliver Bell**

**Time Alloted- 30 Seconds**

**Explanation**

The first segment of the video should be a brief explantion of the project as a whole and what we plan to achive with the final application. We do not have to explain each group members role here rather the purpose of this section is to give the client an idea of what our application is and what we plan to achieve with it.

**Talking Points**

* **Introduction of Project Manager**
* **What Our Application Is**
* **What We Plan to Achieve With Our Application**

**Section 2 – System Design (UML)**

**Group Member Responsible – Joe Robinson**

**Time Alloted – 1 Minute Or Less**

**Explanation**

The purpose of this section is to explain to the client how we began desgining the proposed system, this section should include things such as class diagrams, use cases and any other UML documentation you deem neccassary. Start of with an introduction of who you are and what your role is within the group then proceed to explain the UML documentation you have created over the course of the project.

**Talking Points**

* **Introduction Of UML Designer (Joe Robinson)**
* **Explanation Of the Use Case Diagram**
* **Explain How You Came Up With The Use Cases**
* **Explain What Software You Used To Create The Diagram**
* **Conclude**

**Section 3 – Graphics Design & Storyboards**

**Group Member Responsible – Liam Judge, Kieran Goodson**

**Time Alloted – 1 Min & 30 Secs Or Less**

**Explanation**

The purpose of this section is to show the client how we designed the graphical user interface of the application from the ground up starting with storyboarding. Moving on we should explain the creation of the logo and the proposed screen designs.

**Talking Points**

* **Introduction Of Graphic Designers**
* **Explantion For The Final Storyboard**
* **Explantion For The Final Logo**
* **Explanation For The Final Screen Designs**

**Section 4 – Database Creation**

**Group Member Responsible – Peter James, Zach Davies**

**Time Alloted – 1 Minute Or Less**

**Explantion**

The purpose of this section is to provide a brief overview of the database and how it was created along with why we need it. Due to the time constraints please try to keep your explanation short and to the point (although this is a big portion of the project). Explain things such as what language was used to create the database, why we need it and finally what does it store?

* Introduction of Database Admins (Peter James, Zach Davies)
* What Language Was Used For The Database?
* Why Do We Need It?
* What Information Will It Store

**Section 5- Coding The Project & Testing**

**Group Member Responsible – Oliver Bell**

**Time Alloted – 1 Minute Or Less**

**Explanation**

This section should explain what programming language was used to create the app and why and how we tested the application. Ideally we would have footage of the final app running in the background while this explantion is been carried out. Finally we should also include a conclusion explaining any future plans for the app.

**Talking Points**

* What Language Was Used & Why?
* How Was The App Tested?
* How We Plan To Maintain The App In The Future.
* Final Conclusion

***Total Time – 5 Mins***

***As you can see if we adhere strictly to this plan we should finish at around the 5 minute mark. In the final video you can cut anything you don’t think is essential to explain as lowering the total time will make things easier. As you know it is impossible to describe everything we all did here and some things may be cut from the final edit aswell, please know this is not an attempt to discredit anyone but to adhere to the given time limit. Anything not covered in the video can be covered in your individual report, however if you think I have missed something important that you think needs to be discussed please do not hesitate to say so, thank you.***

***-Liam Judge***